

Update

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**PROMOTIONS
THAT SELL**

Atari, Inc. has recently sent our Home Computer retailers the promotion pack of the year, introducing brightly colored eye-catching posters and a promotional co-op T-shirt offer for CAVERNS OF MARS™, PAC-MAN* and CENTIPEDE™ game programs. The posters and T-shirts have been specially designed to help increase store traffic and excite your customers! The pack contains a sample T-shirt (manufactured by Signal and of the quality you demand), some merchandising ideas and guidelines, and information on how to get the CAVERNS OF MARS, PAC-MAN and CENTIPEDE co-op promotional T-shirts you need. Ordering T-shirts will be as easy as picking up the phone. The T-shirts, designed particularly for the Home Computer Division, come in adult sizes (X-large to small) at just \$3.94 a T-shirt, and children's sizes (large to small) at just \$3.29 a T-shirt, and are packed one dozen of one design, adult or children's sizes, per box. The T-shirt offer will continue through January 1983, so based on



CAVERNS OF MARS!
PAC-MAN!
CENTIPEDE!

your co-op accrual for 1982, you can order more than once, to match their popularity.

Here are some ways these great T-shirts can assist you in bringing the customer into your store:

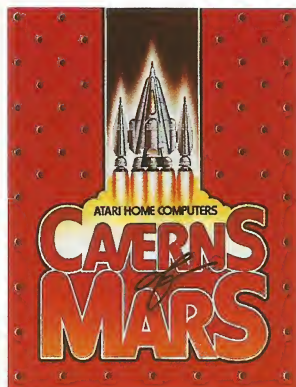
- Game contest with T-shirts as prizes
- T-shirt giveaway with purchase of respective program
- T-shirt giveaway for "test-driving" an ATARI Home Computer
- ATARI Week or Weekend promotion door prizes — give a T-shirt away every hour.

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Also sent recently were a variety of co-op newspaper ad slicks, including slicks for CAVERNS OF MARS and PAC-MAN. Coming soon will be point-of-purchase materials for ATARI PILOT, including an attractive easel card of the ATARI PILOT characters. Any retailer who did not receive these materials should contact their ATARI Home Computer sales representative.

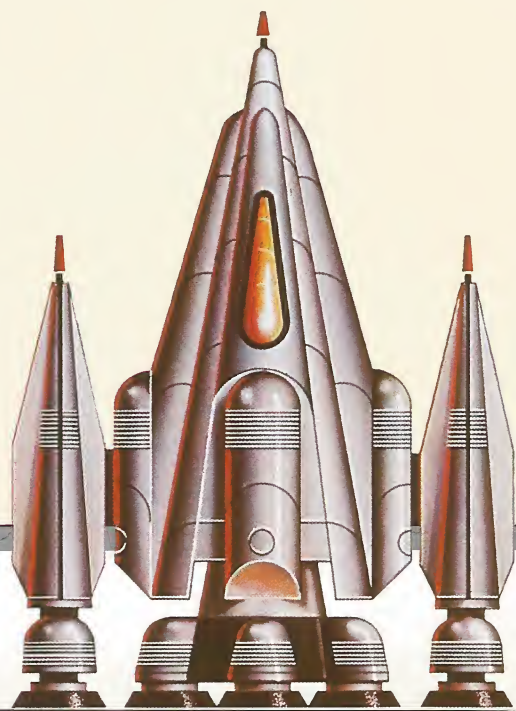
*PAC-MAN and characters are trademarks of Bally Midway Mfg. Co. licensed by Namco-America, Inc.

April

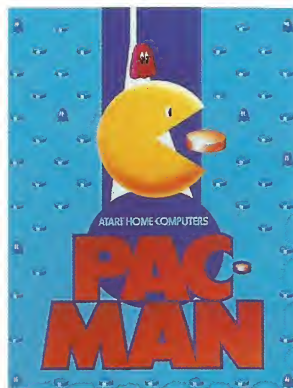


DISCOVER THE CHALLENGE — CAVERNS OF MARS™

This fascinating new game, only available for ATARI Home Computers, takes players beneath the barren surface of Mars. Players must penetrate layer after layer of ingenious defenses to reach the nerve center of the Aliens' stronghold. Intruders must contend with mines floating in thin air, enemy ships on constant patrol, and tricky magnetic fields. This game is both addictive and challenging! CAVERNS OF MARS is a diskette program and retails for \$39.95. Because CAVERNS is on diskette, we recommend highlighting this program as part of any promotion featuring the ATARI 800™ Home Computer and ATARI 810™ Disk Drive.



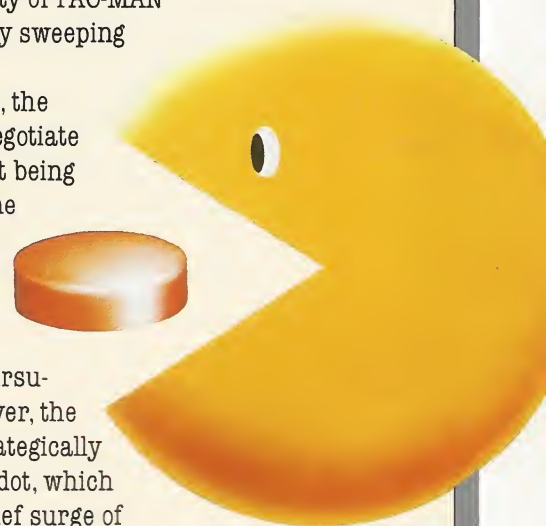
May



GET READY FOR PAC-MAN*

Atari brings the only home computer version of PAC-MAN home! One of the great features of the home computer version is that it has different difficulty levels—players can make the game as easy or as difficult as they want! Retailers should be sure to showcase the product to take advantage of the popularity of PAC-MAN that's currently sweeping the country.

In PAC-MAN, the player must negotiate a maze without being devoured by the voracious ghosts (Inky, Blinky, Pinky and Clyde) relentlessly pursuing him. However, the player can strategically eat an energy dot, which gives him a brief surge of power to attack and gobble up the ghosts. PAC-MAN is available as a cartridge for both the ATARI 400™ and ATARI 800™ Home Computers and retails for \$44.95.



June

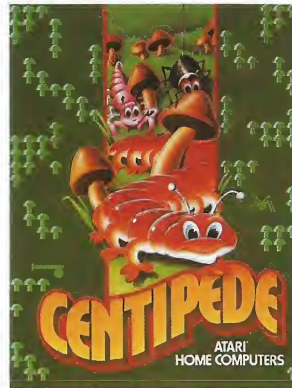
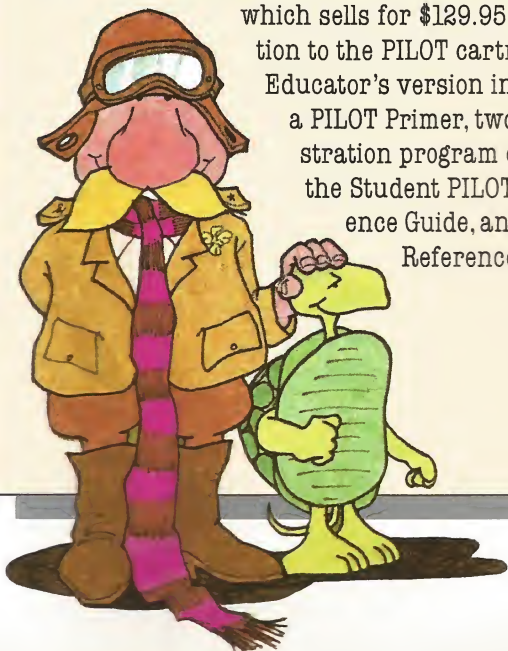
July

ATARI PILOT (WITH "TURTLE" GRAPHICS): SIMPLE AND POWERFUL

Many ATARI retailers have already discovered that ATARI PILOT is a very popular new product. ATARI PILOT is an easy-to-learn, powerful, people-oriented programming language. It teaches the logic of computer programming using eight core commands based on plain English words. For example, T means TYPE and M means MATCH. In fact, the learning ease and versatility of PILOT has made it the national programming language taught in the educational systems of several countries.

ATARI PILOT, in particular "turtle" graphics, makes drawing pictures and intricate designs and patterns easy and fun. The home package of ATARI PILOT includes the PILOT cartridge, which works with both the ATARI 400 and ATARI 800 Home Computers, a Student PILOT Reference Guide, and a Pocket Reference Card. The home package retails for \$79.95. There is also an Educator's package

which sells for \$129.95. In addition to the PILOT cartridge, the Educator's version includes a PILOT Primer, two demonstration program cassettes, the Student PILOT Reference Guide, and a Pocket Reference Card.



CENTIPEDE™ — ANOTHER ATARI HIT!

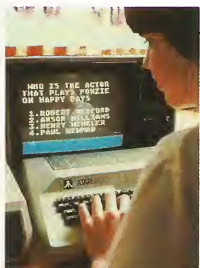
Imagine an enchanted mushroom patch filled with bothersome bugs. Attacking CENTIPEDES, Jumping Spiders, Frenzied Fleas and Scurrying Scorpions move toward the player through the field of mushrooms. Luckily, the player has a bug blaster, which every bug hates, and the player must use it to stop the attack of the dreaded CENTIPEDES!

This new product is an adaptation for the ATARI Home Computer of the popular CENTIPEDE coin-operated arcade game, which is quickly becoming just as popular as PAC-MAN. Bob Fournier, Entertainment Product Manager, describes CENTIPEDE as an extremely dynamic and creative game, full of surprises. This new game uses the graphics and sound capabilities of the computer to create a colorful enchanted garden full of dangerous creatures. Bob points out that this game is **only** available for the ATARI 400 and ATARI 800 Home Computers. CENTIPEDE is a tremendous novelty that appeals to a wide audience of players.

CENTIPEDE will be sold as a cartridge priced at \$44.95 and will be available in July 1982.

CENTIPEDE will be featured as part of a major ATARI promotion this summer! MORE DETAILS TO COME...





ATARI COMPUTER CAMPS

The camp experience that lasts a lifetime. This summer young people aged 10-18 can attend ATARI Computer Camps to learn how to work with computers, how to operate them, write programs and a lot more. There will be two hours of computer instruction daily and campers can access the computer during their free time. In addition, there will be the traditional camp activities. There will be two four-week sessions in July and August.

The four camp locations will be East Stroudsburg, Pennsylvania; Asheville, North Carolina; Sheboygan, Wisconsin; and San Diego, California. These sites have been carefully chosen for their convenience, good food and well-maintained education and recreational facilities.

For a brochure and application, write ATARI Computer Camps, 40 East 34th Street, New York, NY 10016, or call toll-free 800-847-4180. (In N.Y. State and Canada 212-889-5200 collect.)



HANK YOU

Congratulations and thank you for making ATARI the number-one selling computer for the home. To strengthen our position in this market, there will be MORE sales promotions, MORE merchandising support and MORE new software titles during the

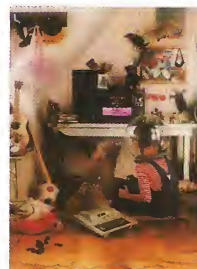
second half of the year. Together we will continue to develop the exciting market for home computers. Again, Atari would like to thank you for your

support and we look forward to seeing you at the Consumer Electronics Show in June.



ES PREVIEW

An electronic salesperson? Once again, Atari has used its innovative state-of-the-art technology to develop a brand new and exciting point of purchase sales aid. This powerful new sales tool will be unveiled at the June Consumer Electronics Show. Watch for more details!



ADVERTISING UPDATE

Atari's new print campaign, which will promote ATARI software titles such as PAC-MAN, CAVERNS OF MARS, My First Alphabet and Home Filing Manager, will appear throughout 1982 in leading consumer magazines such as **Time**, **Newsweek**, **Money**, and **Sports Illustrated**. These ads have been designed to emphasize people using the computer and highlight the variety of Home Study, Home Office and Home Entertainment programs.

Atari is also developing a new software commercial which will air in May and June in selected spot television

markets. This commercial will feature PAC-MAN, ATARI PILOT (with "turtle" graphics) and Home Management. Remember, ATARI Home Computer television

advertising will be on network television during the fourth quarter of this year.



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